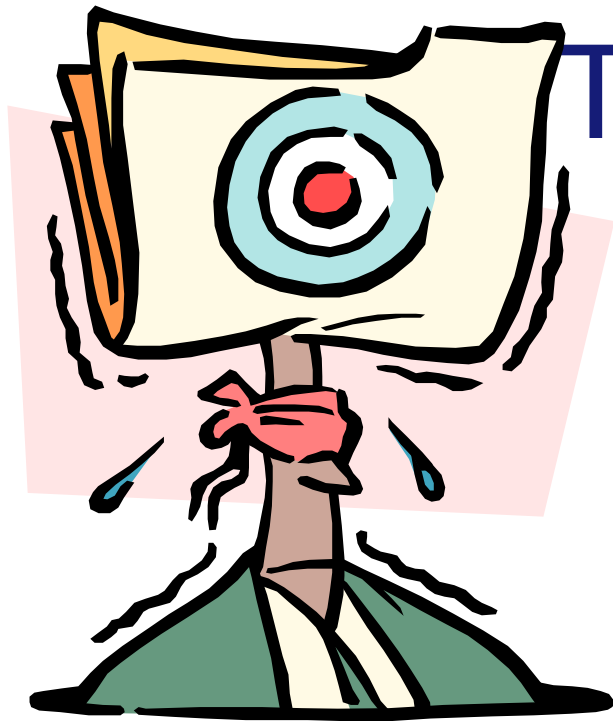


Headquarters U.S. Air Force

Integrity - Service - Excellence



The Budget Battle



**CMSgt Jeff Moening
HQ AFSC/SEMM**



U.S. AIR FORCE

Budget Battle Overview

- **Why is there a budget battle?**
- **Where AFSC currently stands.**
- **Some things we have done.**
- **Where we want to go.**



U.S. AIR FORCE

Why Is There a Battle?

- **They're "Cheap"**
- **Budgets are being reduced Air Force wide**
 - **AF/SE 800K budget cut in FY 04**
- **Constant fight for priorities**
- **Safety is usually the last to be funded**
 - **No real numbers to justify safety publications**



U.S. AIR FORCE

Current Situation

- **Leadership is not convinced safety publications are the best method to communicate the safety message**
 - **Need to harness new technologies instead of old publications**
 - **How do we convince leadership of the value of publications?**
- **We have 28K to mail our magazines**
 - **Two Magazines about 2,000 addresses each**
- **Need to find ways to reach more people with same or less money**
 - **379K + people in USAF, if we reach every unit**
 - **Addresses increase to about 4500 each magazine**



U.S. AIR FORCE

What We Have Done

- **Examining entire distribution list for duplicate addresses**
 - **Some units have single copies going to 12 offices in same building**
- **Looking at raising the number of people per copy from 1 per 5 to 1 per 10**
 - **Take the extra copies and send to new units**
- **Trying to find new ways, or old ones, to justify why Safety publications are effective communication tools**
- **Always looking for new ways to go outside of the box!**



U.S. AIR FORCE

Where We Want to Go

- **Ensure senior leadership understands the importance and usefulness of safety publications**
- **Ensure every unit receives our publications**
- **Distribute at the lowest possible cost**
- **Ensure we utilize every possible means to cut expenses**
 - ***WITHOUT CUTTING QUALITY OR CONTENT***



U.S. AIR FORCE

Questions?



As of:

Integrity - Service - Excellence